5 Steps To Effective Icon Pack Design

You want people to click on your product or app icon theme android, and having it presented with an instantly recognizable icon helps you win that battle. But there's a real art to designing **icon packs** - here are five tips to help you on your way.

Think about your audience

Before you start designing your icon set, think about where it will be used. On an intranet for a small business that only a small group of employees will see? Or as part of a large company's global branding campaign? If the latter, you need to be aware of cultural

sensitivities. What seems obvious enough to you may look very different in another country. The cultural and surrounding traditions differ greatly from country to country. A brightly colored Microsoft box or the **icon pack android** logo for example, and instantly recognizable, even in small icon format, are safe images that cultures around the world are unlikely to offend or misinterpret. And if you use the text on the icon, will it be understood correctly by someone in another country?

Size does matter

Whether you're working in Photoshop or Illustrator, the instinct may be to make the icon scalable - design at 512 pixels and then just scale it down. But this can cause problems, because it may not work when minimized. It can look blurry, or if you include text in your design, it may be unreadable. Or the image may appear distorted. So make sure each output size has its own optimized design. Always remember that icons are basically thumbnails so they need to be instantly recognizable, while at the same time standing out from the rest of the images the user will see on the screen.

Keep simple

Packing too much into a design is an easy mistake to make. At that time the little people will not see it. Think Apple, iTunes, or icons pack android - they're all small, bright, and clear. To be effective it has to be simple. The more you dress it, the more unrecognizable it will be. But keeping it simple is an art in itself and you may have to be strong-willed and focused to make sure you don't bow to pressure from external sources to match the many corporate brandings out there.

Consistency is king

Icons pack very rarely work separately. They usually come as part of a series of images and branding that represent the company's ethos. So think about how it works as part of a bigger picture. Think about the little things, like making sure that the perspective is the same in every image - are they all facing forward, left, or right? And don't

forget the lighting. The way you cast your light, shadows and reflections should be consistent. When working with this series of images, neatness and precision are key.

It's time to get creative

You have a space of 16 x 16 pixels. What are you going to put in it? It's time to get creative and have fun. You don't have the space full of a webpage or billboard to fill, it's just a small area and the icon needs to be bright and instantly recognizable, and if you can make it unique enough to bring a smile then it should be memorable. You don't want it to get lost in the crowd of icons that people have on their screens all day long.

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